





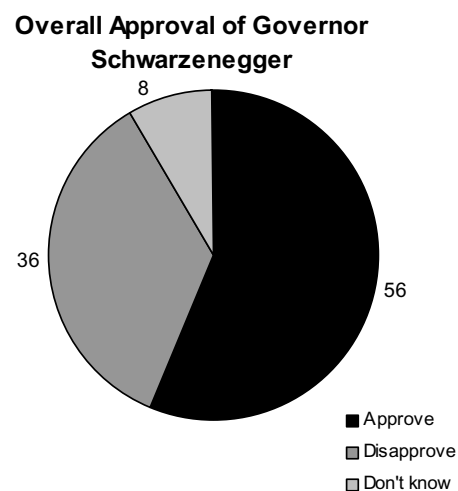
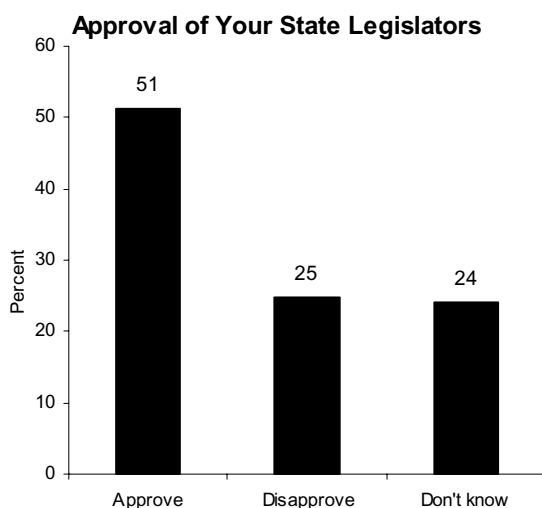
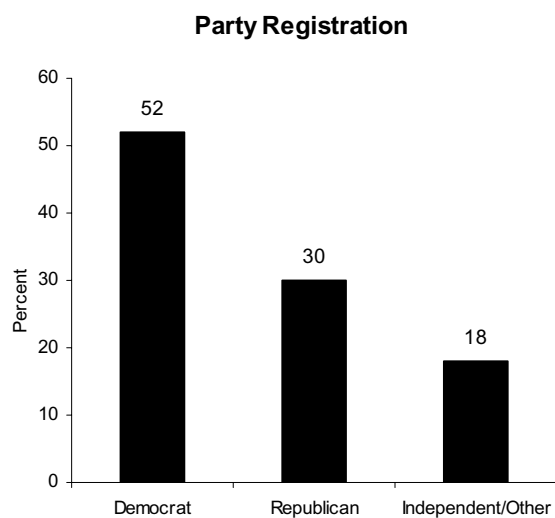
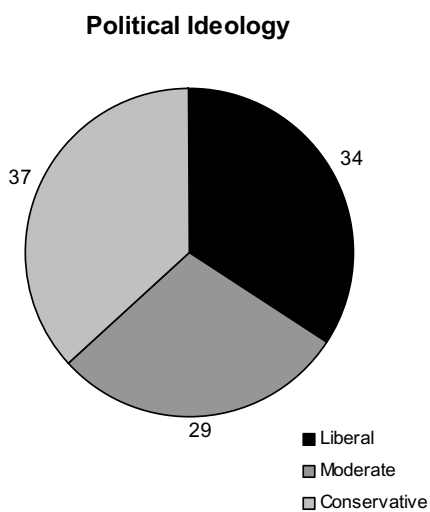
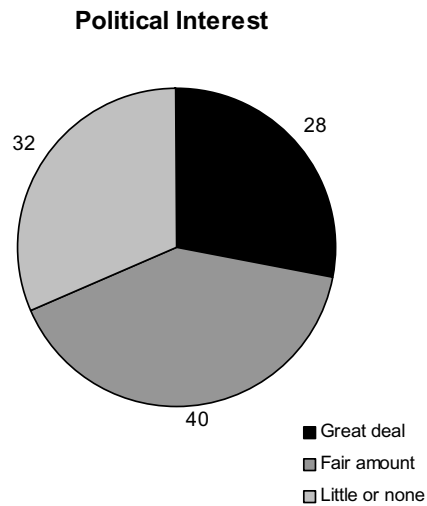
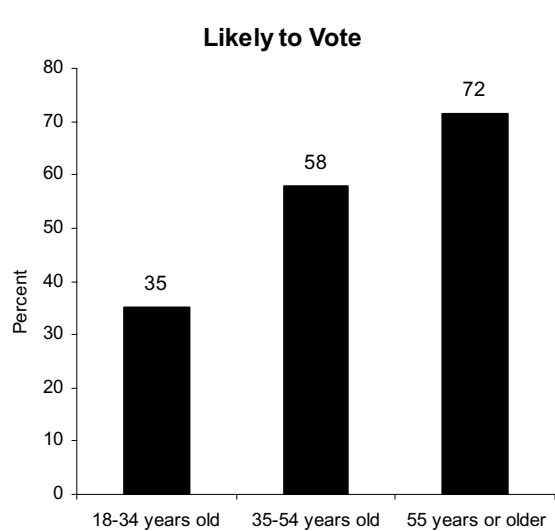




CALIFORNIA WOMEN'S SURVEY: A POLITICAL PROFILE

November 2004

-  **Registration and voting are high among women but differ widely by race/ethnicity and age.**
About eight in 10 California women report being registered to vote, and 55 percent are likely voters in state elections. But active political participation differs considerably by race and ethnicity: 74 percent of white women and 54 percent of black women frequently vote, compared to 30 percent of Latinas and 37 percent of Asian women. Frequent voting in elections is also higher among women age 55 and older (72%) than those age 35 to 54 (58%) or younger (35%).
-  **Interest in politics and elections is also high among California women.**
Sixty-eight percent of California women say they have a “great deal” (28%) or “fair amount” (40%) of interest in politics, and three in four say they closely followed the 2004 presidential election. Twenty-three percent say they listened to political call-in shows on the radio “regularly,” 34 percent went on-line for political information during the recent election, and 23 percent were on e-mail lists for candidates or campaigns. Women’s interest in politics tends to increase with age: 62 percent for those under age 35, 67 percent for those age 35 to 54, and 75 percent for those age 55 and older.
-  **Women are more likely to give money than time to their favorite political causes.**
Eighteen percent of California women say they gave money to a political candidate, campaign, or initiative in the past year, while just 5 percent gave their time to a political cause. White women (27%) are much more likely than Latinas (6%) or Asians (6%) to give money to political causes, and women age 55 and older (31%) are more likely to make political donations than women age 35 to 54 (18%) or younger (7%). Few in any group volunteer their time.
-  **California women lean toward the Democrats but defy political labels.**
Women voters are more likely to register as Democrats than as Republicans (52% to 30%)—a trend that has helped many Democratic candidates win state elections. Although Democrats outnumber Republicans in all racial/ethnic groups, there is only an 11-point gap among whites (48% to 37%). Nevertheless, women are more likely to describe themselves as conservative (37%) than liberal (34%), with 29 percent calling themselves moderate. Latinas (46%) are more likely than whites (32%), Asians (35%), or blacks (38%) to say they are conservative.
-  **Overall, women’s ratings of elected officials are positive—but with large partisan differences.**
On the state’s political front, a majority of women approve of the job performance of Governor Arnold Schwarzenegger (56%), U.S. Senators Barbara Boxer (57%) and Dianne Feinstein (52%), and their local representatives in the state Legislature (51%). In contrast, only 39 percent of women approve of President Bush’s job performance. However, there are large partisan differences. The president’s approval rating is much higher among GOP (85%) than among Democratic (15%) women. GOP women also give Governor Schwarzenegger higher ratings (90% to 49%).
-  **Women see government as unresponsive and elections as questionable.**
Fewer than half of California women think the government pays either a “great deal” (9%) or “some” attention (39%) to what they think when making policy decisions, while only about one in four (26%) believes that elections make the government listen to people “a great deal.” As for national elections, fewer than half of California women (49%) have a great deal or quite a lot of confidence in how the votes are cast and counted, and 62 percent would support changing to a system in which the president is elected by direct popular vote.



Source: PPIC Statewide Surveys conducted from October 10 to November 1, 2004, including 2,369 adult women reached through a random telephone survey and interviewed in Chinese, English, Korean, Spanish, and Vietnamese. The sampling error for the total sample is +/- 2 percent at the 95 percent confidence level.